

Message Text

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ORIGIN ARA-20

INFO OCT-01 ISO-00 COME-00 USIA-15 EB-11 AID-20 RSC-01

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DRAFTED BY DCLARE:ARA/CEN:SMM

APPROVED BY DLAZAR:ARA/CEN

ARA/ECP - ECOHEN

COMMERCE - RSTERN

USIS - JCORR (SUBSTANCE)

ARA/MGT - EJOYNER (INFO)

----- 101032

R 121501Z JUL 74

FM SECSTATE WASHDC

TO AMEMBASSY GUATEMALA

UNCLAS STATE 150672

E.O. 11652: N/A

TAGS: BEXP, GT

SUBJECT: FY 1975 COMMERCIAL ACTION PROGRAM (CAP) - GUATEMALA

REFERENCE: GUATEMALA 3507

1. WASHINGTON ACTION STAFF (WAS) RECEIVED CAP ENTHUSIAS-
TICALLY DURING REVIEW SESSION HELD JULY 11. PARTICIPANTS
DESCRIBED AS EXEMPLARY CAP'S RESPONSIVENESS TO PREVIOUS
GUIDANCE, ITS BALANCE AND ITS PRECISION IN SETTING FORTH
CAMPAIGNS AND ACTIONS. ALSO APPRECIATELY NOTED WAS PARTI-
CIPATION OF USIS AND CONSULAR SECTION IN FACILITATING CAP
OBJECTIVES. YOUR CAP CHOSEN TO SERVE AS MODEL.

2. OF PARTICULAR MERIT IS PIMS PROGRAM INTEGRATED INTO
MEXICAN TRADE CENTER SCHEDULE. THIS TYPE PIGGYBACKING IS
BELIEVED ESPECIALLY LIKELY TO IMPROVE OVERALL EFFECTIVENESS
OF OUR EFFORTS IN REGION.

3. WAS OBSERVED THAT WELL-CHOSEN PRELIMINARY MARKET
INVESTIGATIONS, SUCH AS THOSE SHOWN UNDER TOPS AND SURVEY
CAMPAIGNS, IN ADDITION TO THEIR INHERENT USEFULNESS WITHIN
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COUNTRY, CAN ALSO HAVE MEANINGFUL IMPACT UPON SELECTING AND

TIMING OF FUTURE MTC ACTIVITIES. (WAS SUGGESTS THAT ACTIONS 3 - 6 NOW SHOWN UNDER TOPS BE TRANSFERRED TO SURVEY CAMPAIGN AND RENUMBERED AS ACTION 5 - 8, SINCE THEY APPEAR LIKELY TO LEAD TO FURTHER EXPLORATION IN THE NATURE OF SURVEY INVESTIGATIONS.)

4. PROPOSAL FOR COMATT TO ACCOMPANY REVERSE TRADE MISSION IS FIRST SUCH CONCRETE CASE TO COME TO OUR ATTENTION. WAS ENDORSES THIS EXPERIMENT.

5. WAS ALSO SUPPORTS CAP PROPOSAL TO PUT ON CATALOGUE SHOW IN 3RD QUARTER FY 75 AS RECOMMENDED BY ACTION 4, CAMPAIGN 2. WAS WILL PURSUE THIS MATTER WITH APPROPRIATE COMMERCE OFFICERS. KISSINGER

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